

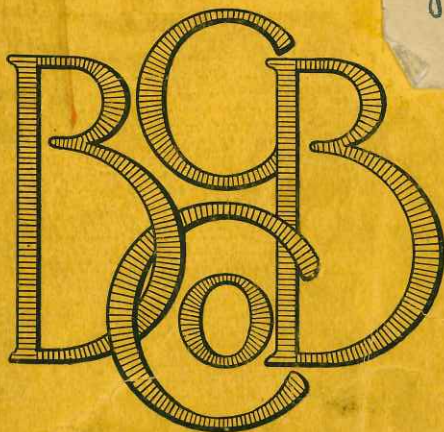
Design

SEASON 1914--1915

BOWLING ALLEY SUPPLIES

PRICE LIST

8y-6-11



The Brunswick-Balke-Collender Co.
BOWLING HEADQUARTERS

Manufacturers of the Famous

**MINERALITE REGULATION
BOWLING BALL**

GV

747

B911

Signature
NO. 327

The Brunswick-Balke-Collender Co.

Main Offices and Factories

CHICAGO—Office and Salesrooms, 623-633 South Wabash Ave.
Factories, Orleans, Huron, Superior and Sedgwick Streets.
NEW YORK—Office and Salesrooms, 29 to 35 W. 32nd St.
Factory, Long Island City.
CINCINNATI—Office and Salesrooms, 130-132 Sixth Avenue, East.
Factory, Mitchell Ave., Winton Place.
ST. LOUIS—106 South Fourth Street.

Eastern Branch Offices and Salesrooms

ALBANY, N. Y.	576 Broadway
BALTIMORE, MD.	11-13 North Liberty Street
BOSTON, MASS.	90 Washington Street
BUFFALO, N. Y.	219-221 Washington Street
CHARLESTON, S. C.	159 Meeting Street
HARTFORD, CONN.	44 Market Street
JACKSONVILLE, FLA.	940 Park Street
NEWARK, N. J.	224 Market Street
NEW HAVEN, CONN.	129-131 Temple Street
PHILADELPHIA, PA.	1002 Arch Street
ROCHESTER, N. Y.	32 South Avenue
SYRACUSE, N. Y.	411 S. Clinton Street
WASHINGTON	

We

ALBUQUERQUE
BIRMINGHAM
BUTTE, MONT.
CLEVELAND
COLUMBUS
DALLAS, TEX.
DENVER, CO.
DES MOINES
DETROIT, MICH.
EL PASO, TEX.
FORT WORTH
GRAND RAPIDS
INDIANAPOLIS
KANSAS CITY
MEMPHIS, TENN.
MILWAUKEE
MINNEAPOLIS
NEW ORLEANS
OKLAHOMA
OMAHA, NEB.
PITTSBURGH
SALT LAKE
SAN ANTONIO
TOLEDO, O.

Pacific

LOS ANGELES
PHOENIX, ARIZ.
PORTLAND
SAN DIEGO
SAN FRANCISCO
SEATTLE
SPOKANE
TACOMA, WASH.

Car

EDMONTON
MONTREAL
TORONTO, ONT.
VANCOUVER, B. C.
WINNIPEG, MAN.

Foreign Branch Offices and Salesrooms

BUENOS AIRES, ARGENTINE REP. La Calle Libertad 131
HONOLULU, HAWAII 71 Queen Street
MEXICO CITY, MEX. La Calle De Capuchinas N. 25-Apartado No. 889
MONTREY, MEXICO
PARIS, FRANCE Impasse Compoint (40 Balagny) XVII

LARGEST AND BEST EQUIPPED FACTORIES IN THE WORLD.

The Brunswick-Balke-Collender Co.

Ordering by Mail is Easy

Our customers buy goods from us by mail just as easily as if they walked right into our store and bought them.

We present herewith a few important suggestions and items of information that we believe will prove helpful to our customers.

PRICES, DISCOUNTS, ETC.

Our prices are figured down to the lowest point and all discounts were deducted before this catalog was published hence all quotations are net, F. O. B. shipping point.

Cash with Order

By sending cash with your order considerable extra bookkeeping required on C. O. D. shipments is avoided. Furthermore the charge made for collecting and returning money which is always paid by the customer, is avoided when remittance in full accompanies the order. We recommend this method of ordering as the most satisfactory. For Parcel Post shipments include postage and insurance as explained on Page 2.

C. O. D. Express Shipments

Upon receipt of a deposit sufficient to cover express charges both ways we will ship C. O. D. for the balance due, to be collected by your Express Agent upon delivery of the goods. An extra charge governed by distance and amount of money to be returned is made by the Express Company on all C. O. D. shipments. This expense may be avoided by remitting cash in full with the order.

C. O. D. Freight Shipments

Upon receipt of a deposit equal to one-half the total amount of the order we will forward goods to go by freight, C. O. D. for the balance due. A draft is made for the balance due us which is sent with the bill of lading to the express company or the local bank where the customer pays the amount of the C. O. D. and obtains the bill of lading. The bank or express company makes a charge for collecting. This expense can be avoided by remitting cash with order.

Open Account

Parties of satisfactory financial standing may order of us on open account. The first order of those desiring to purchase on open account and who are not rated by mercantile agencies should be accompanied by references, either bank or business concerns with whom a credit business has already been established.

How to Remit

A Post Office or Express money order is the most satisfactory way to make remittance, although bank drafts as well as postage stamps for small amounts can be used. Currency should be sent by mail only when unavoidable and the letter should be registered. Do not fail to state how much money and in what form same is enclosed.

Errors

A mistake will sometimes occur. In such instances we ask that we be promptly notified. We will make it right without delay.

Breakage

Utmost care is used in packing and after delivering goods in first-class condition to the transportation company we cannot be held responsible for breakage.

The Brunswick-Balke-Collender Co.

PARCEL POST GUIDE

Table of Rates in Effect Jan. 1, 1914
Note. All previous Rate Tables void

	Zone Local		150 Miles Zone 1 & 2			Pounds	Rates of Postage						
							300 M. Zone 3	600 M. Zone 4	1000 M. Zone 5	1400 M. Zone 6	1800 M. Zone 7	Zone 8	
Lbs. 1	1	40-41	1	21	41	1	6	7	8	9	11	12	
Postage	5	25	5	25	45								
Lbs. 2-3	2-3	42-43	2	22	42	2	8	11	14	17	21	24	
Postage	6	26	6	26	46								
Lbs. 4-5	4-5	44-45	3	23	43	3	10	15	20	25	31	36	
Postage	7	27	7	27	47								
Lbs. 6-7	6-7	46-47	4	24	44	4	12	19	26	33	41	48	
Postage	8	28	8	28	48								
Lbs. 8-9	8-9	48-49	5	25	45	5	14	23	32	41	51	60	
Postage	9	29	9	29	49								
Lbs. 10-11	10-11	50	6	26	46	6	16	27	38	49	61	72	
Postage	10	30	10	30	50								
Lbs. 12-13	12-13		7	27	47	7	18	31	44	57	71	84	
Postage	11		11	31	51								
Lbs. 14-15	14-15		8	28	48	8	20	35	50	65	81	96	
Postage	12		12	32	52								
Lbs. 16-17	16-17		9	29	49	9	22	39	56	73	91	108	
Postage	13		13	33	53								
Lbs. 18-19	18-19		10	30	50	10	24	43	62	81	101	120	
Postage	14		14	34	54								
Lbs. 20-21	20-21		11	31		11	26	47	68	89	111	132	
Postage	15		15	35									
Lbs. 22-23	22-23		12	32		12	28	51	74	97	121	144	
Postage	16		16	36									
Lbs. 24-25	24-25		13	33		13	30	55	80	105	131	156	
Postage	17		17	37									
Lbs. 26-27	26-27		14	34		14	32	59	86	113	141	168	
Postage	18		18	38									
Lbs. 28-29	28-29		15	35		15	34	63	92	121	151	180	
Postage	19		19	39									
Lbs. 30-31	30-31		16	36		16	36	67	98	129	161	192	
Postage	20		20	40									
Lbs. 32-33	32-33		17	37		17	38	71	104	137	171	204	
Postage	21		21	41									
Lbs. 34-35	34-35		18	38		18	40	75	110	145	181	216	
Postage	22		22	42									
Lbs. 36-37	36-37		19	39		19	42	79	116	153	191	228	
Postage	23		23	43									
Lbs. 38-39	38-39		20	40		20	44	83	122	161	201	240	
Postage	24		24	44									

THE PARCEL POST LAWS IN BRIEF

Parcels weighing four ounces or less are mailable at rate of one cent per ounce or a fraction thereof. Over four ounces, pound rates are charged, a fraction of a pound considered a full pound.

LIMIT OF WEIGHTS AND SIZE

Weight of a parcel must not exceed twenty pounds except in the First and Second Zones where the limit is 50 pounds. Packages must not measure more than 72 inches (6 feet) in length and girth combined.

THE GREAT MINERALITE REGULATION BOWLING BALL THE ONE PERFECT BALL

The Mineralite Regulation Ball has received the endorsement of both Bowlers and Alley Owners.

The Tournament Ball

It is the perfect ball, as it meets all requirements of the organized Bowling Associations in Size, Balance, Weights. More Mineralite Regulation Balls are used at the big National and International Tournaments than all other makes combined.

Finger Holes and Grip Bored to Suit Customer.

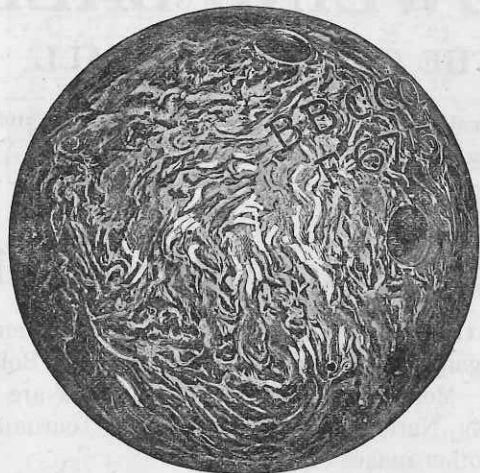
SERVICE

If your alleys are equipped with the Mineralite Regulation Balls you are giving service—If not, better get busy right away.

Made and Sold Only by

The Brunswick-Balke-Collender Co.
BOWLING HEADQUARTERS

THE
MOTTLED
MINERALITE BALL



THE MOTTLED REGULATION BALL

This Ball is known as
The Bowler's Favorite

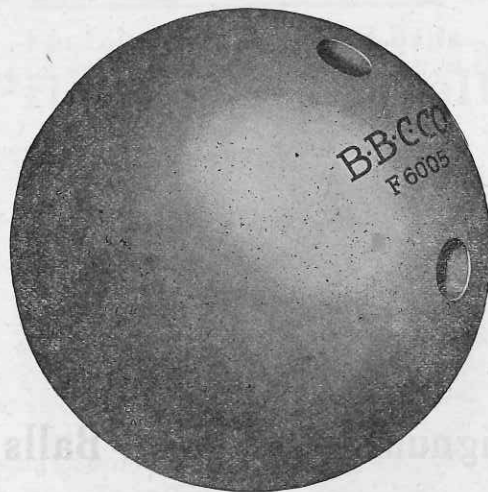
All alleys should, to be complete,
have some of the Mottled Balls.

PRICE **\$13.50** EACH

All Branches Have a Stock of the Mottled Ball.

THE MINERALITE

Helps to Make Bowling a Pleasure



THE MINERALITE

Black or Brown Regulation Ball—Both Good.

PRICE **\$12.00** EACH

FINGER HOLES AND GRIP TO SUIT

GET THIS—The Mineralite Regulation Bowling Ball is
the **Perfect Ball**. Weight, Size, Balance, Grip.

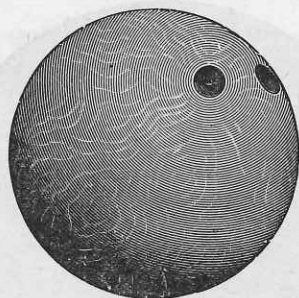
THE MINERALITE SMALL BALLS

4½ in., no finger holes **\$3.00** 5 in., no finger holes **\$4.00**

THE DUPLEX SMALL BALLS

4½ in., no finger holes **\$2.50** 5 in., no finger holes **\$3.00**

Bowling Balls



**The Regulation Ten Pin Ball
Circumference 27 Inches**

Lignum Vitae Wood Balls

27 in. circum., select stock, high polish . . . each	\$5.00
27 in. circum., regular stock, “	4.00
Expert , highly polished; weight, 16 lbs.	6.00
8½ inches diameter each	3.25
8 “ “ “	3.00
7½ “ “ “	2.50
7 “ “ “	2.00
6½ “ “ “	1.50
6 “ “ “	1.25
5½ “ “ “	1.00
5 “ “ “	.90
4½ “ “ “	.75
4 “ “ “	.50

Hard Fibre Finger Holes

For Lignum Vitae Wood Balls

Price 90c Per Ball

We insert Hard Fibre Sleeves in the finger hole sockets of Bowling balls at 90 cents per ball. Cost of sleeves for second-hand balls depends upon the amount of work necessary to prepare the ball to receive the sockets.

Our workmanship in this line
is of superior character.

Repairing Second-Hand Balls and Ten Pins

We have a perfectly equipped department for repairs of this kind. Send in second-hand balls to be trued up or turned to a smaller size. Prices range from 35 cents to 75 cents per ball.

Ten Pin Repairs

We turn ten pin bottoms, putting them into serviceable condition, at a merely nominal cost. Prices range from 10 cents to 15 cents per pin.

Taking Out Load

\$1.00

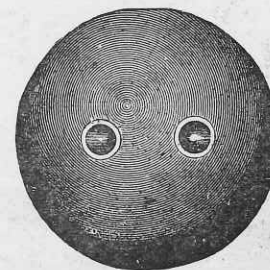
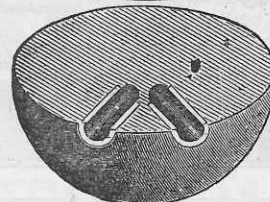
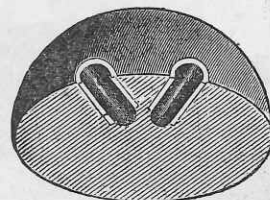
Hard Fibre Sleeves for wood balls, each hole.....	.45
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Hard Fibre Blocks only for wood balls, inserted each hole .45

Turning Down Second Hand Balls, each.....	.35
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Boring New Holes in Wood Balls, each.....	.15
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Boring Holes in "Mineralite" Balls; each.....	.25
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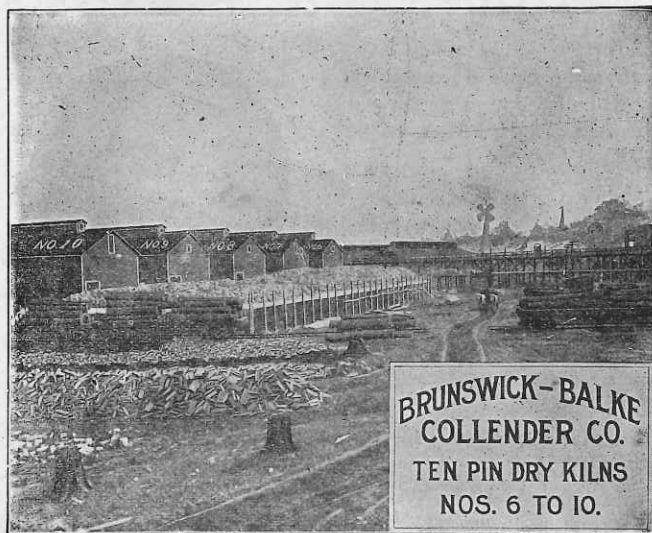
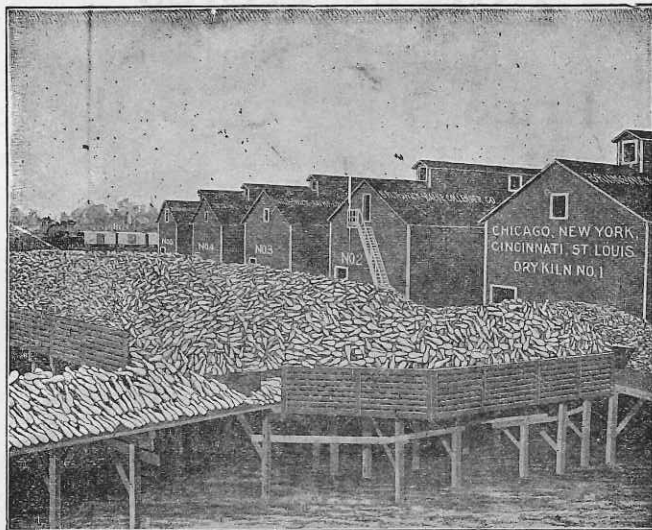


THE BRUNSWICK-BALKE-COLLENDER CO'S

Chicago New York St. Louis Cincinnati

TEN PIN DRY KILNS

Our Dry Kilns in Mich., Showing Many Thousands of Maple Ten-Pins in the Rough State, Ready for Seasoning Process



We Manufacture more Ten-Pins than all other Concerns in the World Combined. In Buying from Us You Get the Choice Selection

Special Notice!

ALL
BRUNSWICK PINS
ARE
KILN DRIED

Kiln Dried Pins are Known as
Quick Game Pins
THEY TOPPLE READILY

Air dried pins cannot be quick as they are lifeless.
When a ball strikes them its just like
hitting so much lead.

USE THE
Brunswick Kiln Dried Pins
FOR QUICK GAMES

KILN DRIED

STANDARD TEN PINS

The best ten pin offer ever made. Save money by buying the STANDARD TEN PIN. They are Michigan Maple Pins, all kiln dried. Will topple readily, are quick game pins.

YOU CAN'T BEAT THIS OFFER

PER SET

\$2.50

11 SETS

\$22.50

NOTE: By furnishing the Standard Tin Pin to the noon crowd, or those who come in to bowl the social game, you are saving your Select League Pins for Contests and Tournaments.

THE

A. B. C. REGULATION TEN PINS

THEY ARE KILN DRIED

The A. B. C. Regulation Ten Pin same as our Select League Pins except not assorted for weights.

PRICE **\$3.50** PER SET

Select League TEN PINS

The Brunswick Select League Pin, the official pin of all International Tournaments.

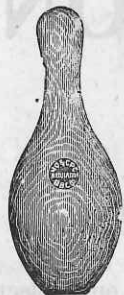
Correct in Size.

Correct in Weight.

PRICE **\$5.00** PER SET

DUCK AND CANDLE PINS

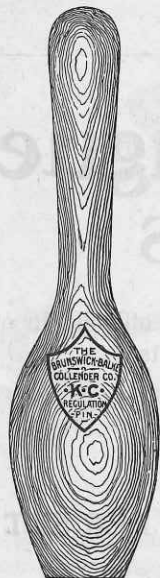
Authorized by The National Duck and
Candle Pin Bowling Congress



Each pin is turned from
hard maple with minute
exactness to legal measure-
ments, and in addition to
our name, is stamped with
the imprint, adopted by the
Congress as evidence that
the pin is genuine regu-
lation.



Duck Pins, per set.....	\$1.50
Candle Pins, per set.....	1.50
Candle Pins, Kinsley style, decanter shape, per set.....	2.50
Quintette Pins, per set of five.....	1.50
Baltimore Duck Pins, per set.....	2.50



THE BEST FOR SUMMER
Small Ball Game

K. C.
OR
RUBBER NECK PINS

\$2.50
PER SET

RULES SAME AS TEN PINS

BRUNSWICK'S KILN DRIED PINS

All Pins made in accordance with
specifications of The Organized
Bowling Associations.



Standard Ten Pin



Select League Ten Pin

Select League Pins, per set, 10	\$5.00
A. B. C. Regulation Pins, per set 10	\$3.50
Standard Pins, per set 10	\$2.50
Special, Standard Pins, 11 sets	\$22.50
Common Pins, per set 10	\$2.00
Cocked Hat Pins, each	50c
King Pins, each	50c
Quintette Pins, per set 5.....	\$1.50
Duck Pins, set 10.....	1.50
Baltimore Duck Pins.....	2.50
Candle Pins, per set 10.....	\$1.50
Candle Pins, Kinsley Style.....	2.50
K. C. or Rubber Neck Pins, set 10.....	2.50

All Prices F. O. B. Branch east of Denver.
For points west, freight must be added.

Bowling Ball Bags



Showing Style of all
but the No. 103 Bag.



No. 103 Bag

No. 101 — Drab Canvas, metal Clasps, leather bound, leather handles. Price each, **60c**

No. 102 — Same as No. 101, except fleece lined. Price each **70c**

No. 103 — Same as No. 102, but with side pockets for shoes. Price each **\$1.00**

No. 104 — Imitation Mole Skin, fleece lined. GOOD. Price each **1.00**

No. 105 — Heavy Black Leather. Price each **2.00**

BRASS MEASURING RINGS

For Verifying Size of Regulation Balls

Each **\$0.75**

SPONGE CUPS

Small size, each **\$1.00**

Large size, each **\$1.25**

SPONGES

No. 3, each **\$0.25**

No. 2, each **.35**

No. 1, each **.60**

Bowling Ball Case



No. 108

Will hold
Regulation
Ball, Shoes,
Etc.
Note New
Style
Catches,
also Lock
and Key.

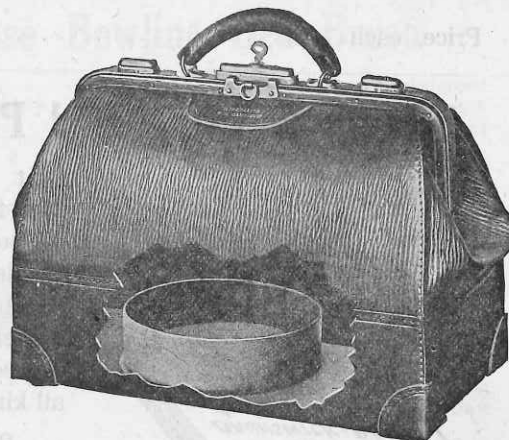
No. 108, Price each **\$6.00**

Bowling Ball Bag

No. 107

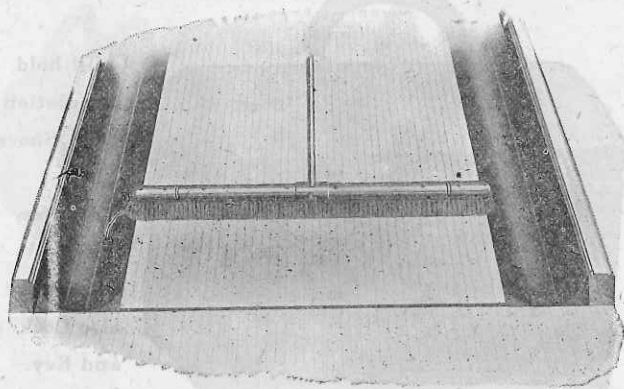
All Leather

Leather lined inside. Walrus grained leather outside. With leather lined compartment to hold Ball in place. Ample space for shoes, etc. Latest style lock and Latches.



No. 107, Price each **\$10.00**

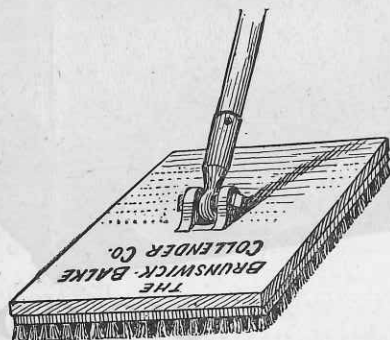
The Monarch Bed Brush



Extends full width of bowling bed. Sweeps clean without raising dust. Good quality bristles. Very durable. Saves wear on the finish of the Bowling bed by facilitating quick cleaning with little labor. Beds and gutters can be brushed after each game, thereby improving the accuracy of the bowler.

Price, each.....**\$4.00**

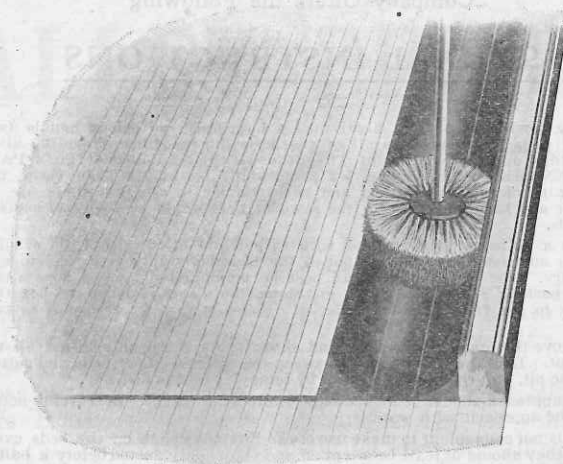
Italian Bowling Bed Polisher



Cast Steel. Size 11x14 in., weight 30 pounds. Short bristles of extra durability. Will last a lifetime. Unsurpassed for use with all kinds of polish.

Price, each
\$4.00

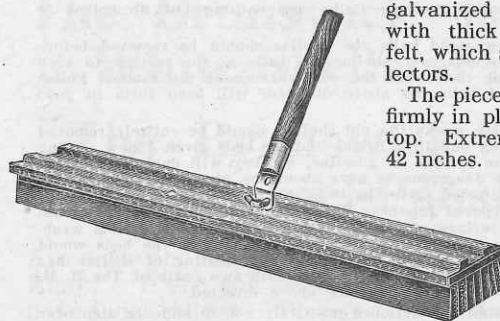
The Monarch Gutter Brush



Conforms to shape of gutter and cleans up dust and dirt very quickly and thoroughly.

Price, each**\$0.90**

Eclipse Bowling Bed Brush



Is made of heavy reinforced galvanized iron frame work with thick corrugations of felt, which serve as dust collectors.

The pieces of felt are held firmly in place in the metal top. Extreme length of brush 42 inches. It is very durable and is practically dustless. The felt can be renewed at small expense, as occasion may require.

Price, each**\$3.50**

To Those Who Desire Their Bowling Alleys Kept in Perfect Condition The Brunswick-Balke-Collender Company Offers the Following

SPECIAL INSTRUCTIONS

After bowling is over at night take a hair brush with long handle (see cut on page 16) and sweep all of the loose dirt and dust from the alley beds, then apply a coating of The Brunswick-Balke-Collender Co.'s PATENT ENAMEL POLISH and let stand until morning. Then cover the same with clean, dry sawdust and be particular to see that there are no nails or any hard substance in the sawdust that would be likely to scratch the beds.

Take a polishing box covered with carpet and filled with balls or pins to give sufficient weight, and polish the bed thoroughly from end to end until dry. The polishing box can best be manipulated by two boys alternately pushing and pulling it up and down the alleys, raising the box frequently to get fresh sawdust under it. Polish each alley from one to two hours.

Remove the mats from the pits and shake them thoroughly to get all the dust out. Take the hair brush and sweep the sawdust off the beds and gutters into the pit, and thoroughly clean it by removing all the dirt.

The approach should be mopped and thoroughly dried. Be careful not to soak the approach with water.

If it is not convenient to make use of the Enamel Polish on the beds every night they should at least be swept off and thoroughly dusted before a ball is rolled. Bear in mind that each alley bed should be polished from one to two hours each day. Use the Enamel Polish two or three times a week.

Should there be any black spots on the bed which are not removed with the process of cleaning under above instructions, take a little fine sandpaper or fine steel wool and loosen the dirt where these spots are found. This should only be done after using the enamel polish and before beginning to polish the alleys. Be very careful, however, not to rub the spots any more than is absolutely necessary, so as not to remove the shellac. The use of sandpaper or steel wool is simply to loosen the dirt ON THE SURFACE.

Never use water on the balls, pins or alley beds, but keep the balls and pins perfectly dry and clean. The ball returns as well as the balls should be cleaned every day; in fact the ball should be cleaned and wiped frequently during the course of the day. Use the B. B. C. Co.'s Enamel Polish on the wood balls, to remove the dirt, then take a piece of coffee-sacking or burlap and polish until thoroughly dry.

In cleaning Mineralite Bowling Balls, use nothing but alcoholene or wood alcohol.

In the case of new wood balls the shellac should be removed before being used. It is necessary to shellac the balls at the factory to keep the air from checking them, but the constant use of the Enamel Polish in cleaning the wood balls, as above directed, will keep them in good condition.

About once every six weeks the old shellac should be entirely removed from the beds by using our Jiffy Bright and the beds given a new coating of shellac. Don't use benzine or gasoline, as they will darken the wood and besides, they are dangerous to have about the place. After removing the old shellac, as directed, give the beds one or two coats of the B. B. C. Co.'s specially prepared Japanese White Shellac. These occasional applications of extra coatings of shellac will prevent the finish from wearing off and exposing the bare wood, in which condition the beds would soon groove and become rough. After the new coating of shellac has thoroughly dried, proceed to polish the beds with two coats of The B. B. C. Co.'s Enamel Polish and polish as above directed.

N. B.—Players should be cautioned positively not to slide or step over the foul line, or loft the balls on the alleys.

The pin boys working on the alleys should wear elk-soled shoes so as not to mar the finish on the alleys.

THE BRUNSWICK-BALKE-COLLENDER CO.

Let's Just Spend a Few Moments
on the Subject of

ALLEY FINISH

Do you realize the importance of keeping your alleys spic and span and that you can ruin them by using a finish or polish not adapted to Bowling Alleys?

NOW, GET THIS—

When The Brunswick-Balke-Collender Co. offers to sell you a Shellac or Polish for Bowling Alleys, **It's for Bowling Alleys.** While comparing our prices with those of the local dealer, remember this: In buying **The Brunswick** goods you run no risk of ruining your alleys. The Manufacturing and Installing of Bowling Alleys is our business. Not only do we lead the world in Alleys, we also lead in the Furnishings. Our Mineralite is the recognized Regulation ball at all tournaments. Our Ten Pins are conceded to be the very best Pins for league games. Our Finish and Polish are used by all the "big ones." It's not what you pay. It's what you get.

HERE THEY ARE

The Brunswick Japanese
White Shellac-Finish

The Brunswick Alley
Enamel-Polish

Are made and sold by The B. B. C. Co. for Bowling Alleys. If you will use our finish and polish you will have Quick Alleys. Players will receive satisfaction. Hence you will find the Bowling Business Profitable.

Remember—It's What You Get



Finish Your
Bowling Beds
Right

BRUNSWICK'S Japanese White Shellac

Made from a Special Importation of Select Japanese White Shellac Gum, Peculiarly Adapted for this Particular Purpose.

PRICES:

Prices Subject to Change Without Notice

1 Gallon Can	- - - -	\$2.00
2 Gallon Can	- - - -	3.60
5 Gallon Keg	- - - -	9.00

ALCOHOLENE

FOR MIXING SHELLAC

Per Gallon.....\$1.00

SPIC and SPAN

That's the Way Successful Alleys
are Kept.

Use
**BRUNSWICK'S BOWLING
ALLEY**

ENAMEL-POLISH

Players Prefer
Fast Alleys



Alleys kept well polished
are money makers.

Don't be fooled into buying a cheap unknown so-called Polish. The Brunswick Enamel-Polish is known as the best and only good polish to use.

PRICES:

1 Gallon Can	\$.75
2 Gallon Can	1.25
5 Gallon Can	3.00

Clean Your Bowling Alley

WITH

JIFFY BRIGHT



It will remove dirt and accumulations of all kinds from the beds of the alleys, putting them in prime condition to receive a new coat of finish preparatory to polishing them.

See Special Instructions, page 18.

JIFFY BRIGHT

Price, per gallon.....**75c**

Steel Wool For Cleaning

Specially adapted for cleaning gum spots from Bowling Beds

1/2 lb.....	30c
1 lb. package.....	50c
Sand Paper, per doz.....	15c

BRUNSWICK'S GOODS

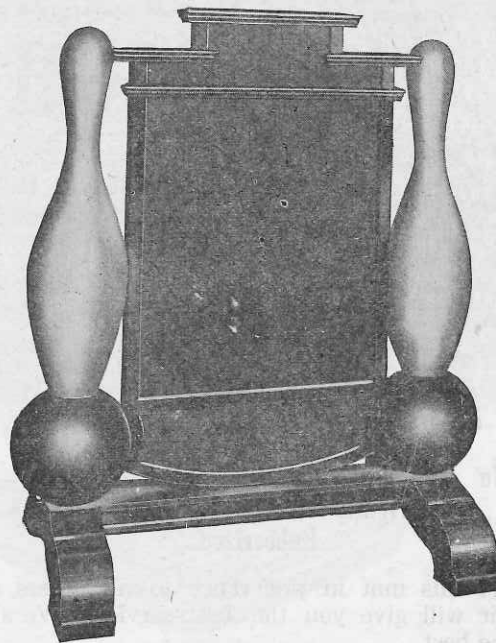
That are necessary to successful alleys.

Japanese White Shellac Finish

Bowling Alley Enamel-Polish

Jiffy Bright Cleaner

OUTDOOR BOWLING SIGN



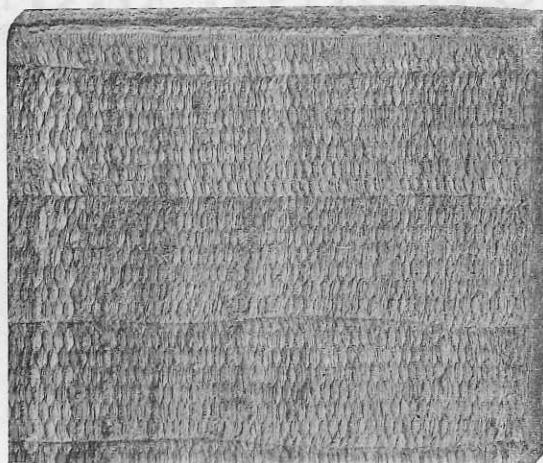
Made to withstand all kinds of weather

Advertise Your Daily Attractions and Increase the Attendance

SIZE 49 Ins. HIGH by 44 Ins. WIDE

Price \$30.00, F. O. B. Factory

THE Buruflex Pit Mat



Long Wearing Mat—Guaranteed One Year

No scratching of Balls—Easy to clean—
Tightly Woven—Padded—
Rubberized.

We offer this mat in preference to all others, as we know it will give you the best service. We always offer the best.

PRICE
PER PIT **\$10.00**

Sold only by The Brunswick-Balke-Collender Co., or its Branches

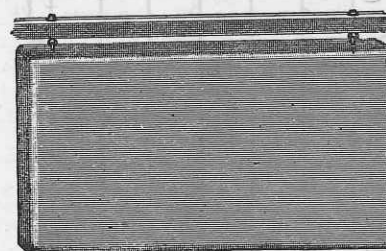
COCOA PIT MATS

No. 13, 3 Piece Pit Mat, per Pit **\$7.00**

No. 23, 3 Piece Pit Mat, per Pit **\$5.00**

Bowling Alley Cushions

Built on heavy wood framework enclosed in the cushion and supported by bolts which extend through entire cushion to the bottom.



Swinging Cushion

Canvas faced, extra heavy, each

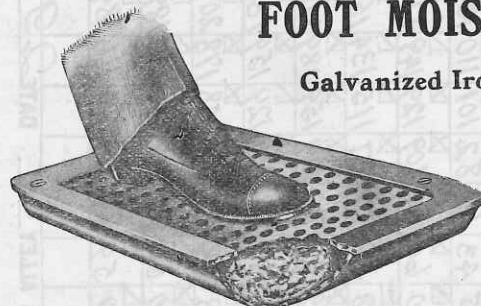
\$10.00

Leather faced, each

\$15.00

FOOT MOISTENERS

Galvanized Iron Frame



Very
Durable,
Easy to
Clean

Foot Moistener, price each **\$2.50**

Foot Dampener, each **1.00**

BOWLING BED SPOTS

Fancy Wood, per set.....	\$.75
Special Compo, per set.....	2.00
Improved Steel, per set.....	5.00

FOUL LINE

Compo, $\frac{1}{2}$ inch..... **\$.75**

THE PERFECTION

IS STILL THE POPULAR
BOWLING SHEET

NAME	1	2	3	4	5	6	7	8	9	10	Strikes	Spare	Balls	Total	Scoring
BROWN	8	26	34	43	72	91	111	129	137	145					
"	18	38	66	85	94	114	132	151	160	187					
"	7	25	43	62	82	101	110	130	150	170					
"	20	40	60	80	109	129	149	177	197	217					
"	19	28	48	77	97	115	134	153	173	203				922	
JONES	30	59	79	99	129	159	189	218	238	258					
"	20	49	69	89	109	129	159	188	208	217					
"	19	38	58	88	118	148	178	207	227	247					
"	20	40	60	90	119	139	159	189	219	249					
"	20	39	59	89	119	146	166	184	202	222				1193	
Total				5					29						

Do Not Destroy This Sheet G ALLEY DATE 29

The Brunswick-Balke-Collender Co.,
Improved Scoring System

Score Sheets

Pads of 100 Numbered 1 to 100

Makes a complete and permanent record. Serves the purpose of cash check on the Bowling Alleys. Made up in printed sheets on heavy paper, especially large size for this purpose, same as cut. No chance to lose track of any game played. Can be attached to any ordinary Score Board or suspended against the wall if necessary.

5 SIZES

20x20, per M \$ 2.50

21x25, per M 3.00

22x32, per M 3.25

27x39, per M 4.25

For Adjustable Table, per M 2.50

Black Marking Crayon

Small Size Black Crayon

Per doz. \$0.10 Per gross \$0.90

Large Size Black Crayon

Per doz.15 Per gross 1.20

White stick chalk per gross15

Black board Erasers15

The HANDY Score Sheet Stand



VERY
CONVENIENT

Made in two sizes,
27x39 inches
and
22x32 inches

Iron Bottom and
Oak Standard

Price, each
\$10.00

No. 2 Wall Score Board

Board is made from compressed fibre with Hylo-plate finish, being essentially the same except in weight, as the genuine slate board.

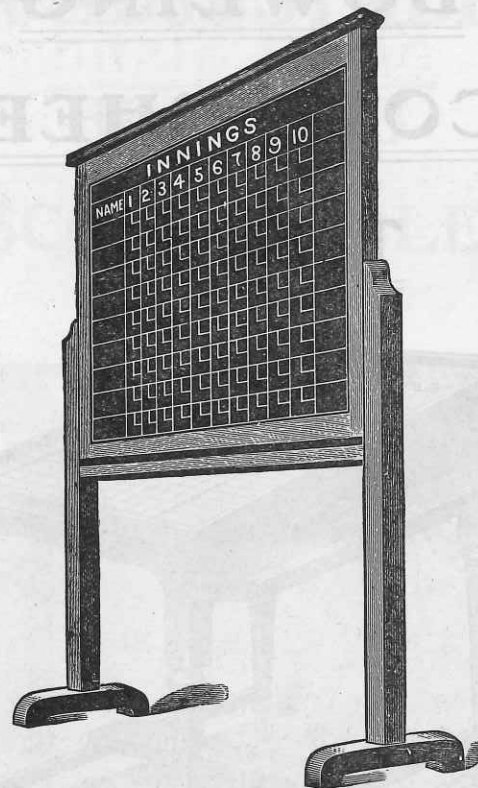
Price, each **\$8.00**

No. 3 Double Wall Score Board.

Same as No. 2 Style, except that it is made in double size.

Price, each **\$15.00**

Stationary Double Score Boards



Stationary Double Score Board

Designed for use in a Double Bowling Alley where Wall Score Boards cannot be used advantageously.

Price **\$15.00**

Revolving Score Boards

In match games on double bowling alleys, players are compelled to change from one alley to the other after each game. The Revolving Score Board is intended to meet this requirement. It is similar to the Stationary Double Score Board, but is made more substantial and the score board in center turns on a pivot, being held in position by a spring attachment.

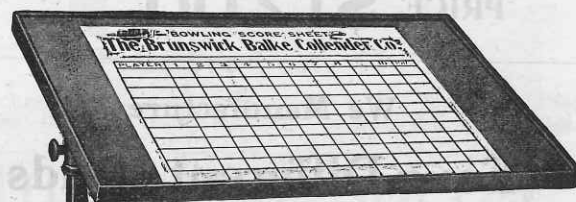
Price **\$20.00**

BOWLING SCORE SHEET TABLE



PRICE - - \$10.00

The ADJUSTABLE BOWLING SCORE TABLE



SIZE OF SHELF 19x28

**Superior to Any Other
Scoring Table on
the Market**

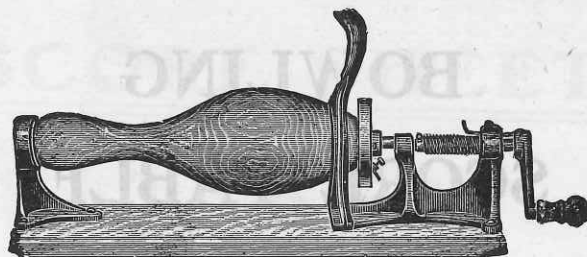
EASILY ADJUSTED

PRICE

\$6.00

F. O. B. FACTORY

TEN PIN TRUING MACHINE



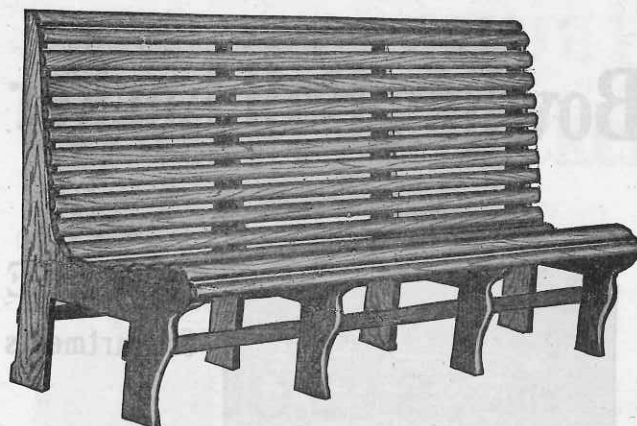
PRICE **\$12.00**

We Manufacture
Four Different Kinds
of
Bowling Alleys

THE
MINERALITE
REGULATION
BOWLING BALL

The Bowler's Favorite

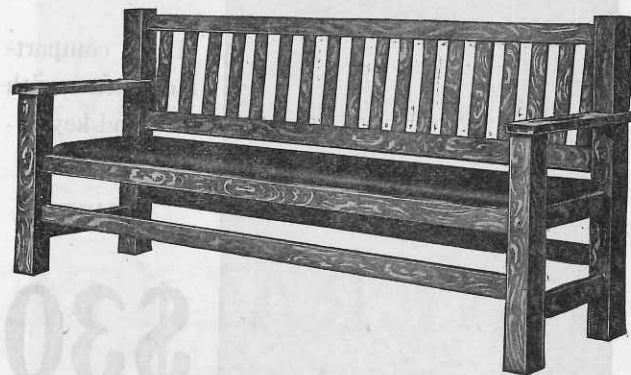
BOWLERS' SETTEE



Price Per Foot, **\$1.35**

24 inches wide, 42 inches high. Made in 4, 6, 8, 10 and 12 foot lengths. Imitation Oak or Mahogany, or finished to match alleys.

THE "MILO" SETTEE



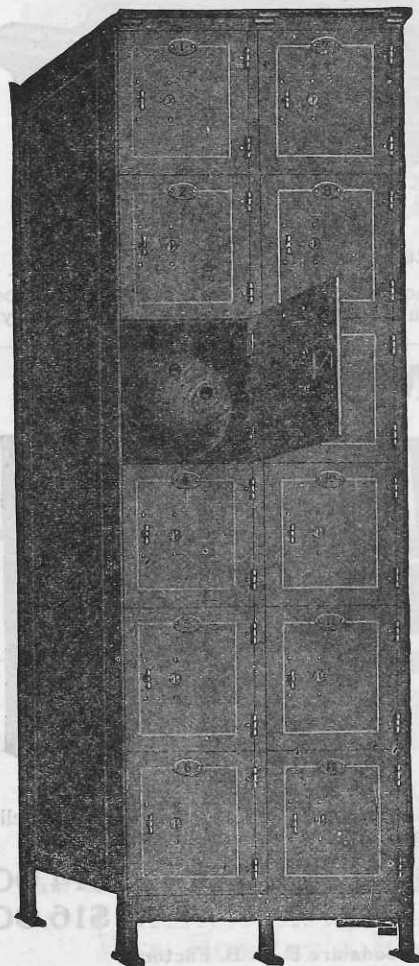
Can be furnished in Golden Oak, Birch or Mission, with Prunello Leather Seat and in five-foot and six-foot lengths.

Five foot length.....	\$14.00
Six foot length.....	\$16.00

Above Goods are F. O. B. Factory.

THE ALL METAL

Bowling Ball Locker



TWELVE Compartments

Each compartment will hold two Regulation Balls. A total of 24 balls.

Each compartment fitted with lock and key.

PRICE

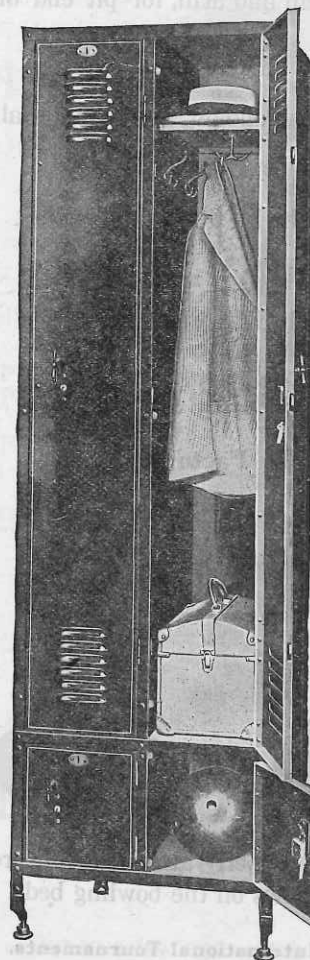
\$30

F. O. B. Factory

Something New

The All Metal

Combination Locker



Furnished as Shown

Two Compartments for
Balls.

Two wardrobe compartments, each large enough for clothes of a five-man team.

The ideal locker to use where there is no check room.

Fitted With Locks
and Keys

PRICE

\$20

F. O. B. Factory

The Brunswick-Balke-Collender Co. Improved Bowling Alley Electric Light Fixtures

When
ordering
Fixtures
give the
exact
distance
between
the surface
of the
bowling
bed and
ceiling.

2-Light Iron Fixtures, 9 feet long
or less, made of $\frac{3}{8}$ inch iron both
for stem and arm, for pit end of
alley.

\$6.00

1-Light Pendant, same material.

\$2.00

2-Light Fixtures, brush brass.

\$9.00

1-Light Fixtures,
brush brass.

\$3.00

F. O. B. Factory



These Lights or Fixtures, if properly arranged, will pre-
vent there being any shadows on the bowling beds.

Same as used at A. B. C. International Tournaments.

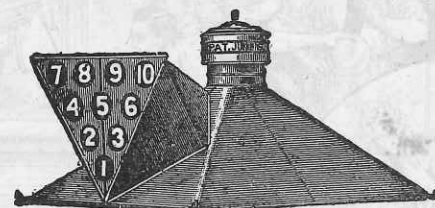
Bowling Alley Reflectors

No. 1—Front Reflectors



Price **\$8.00**

No. 2—Ten Pin Reflectors



Price **\$ 9.00**

Price for complete set of six lights and shades (four
No. 1 and two No. 2)..... **50.00**

Per set of eight lights and shades (Six No. 1 and
two No. 2)..... **65.00**

SERVICE!

Service Means Satisfying Your Customers.

Mineralite Bowling Balls

Will Satisfy Them.

Put in a few and watch the satisfactory results.

Advertise Your Business WITH THE McJunk Post Card

NOT IN WHEN DISEASE KNOCKS AT THE DOOR



HOW A FAVORITE EXERCISE
CAUSED McJUNK TO MISS A CALLER.

The McJunk Post Card is printed in four colors. Regulation size, $3\frac{3}{4} \times 5\frac{1}{2}$, with ample space on address side for your advertisement.

For \$1.75 Cash in Advance

we will furnish you with 1000 McJunk Post Cards, with your advertisement printed on the address side. This is a good business proposition. It pays to advertise.

Send your order and copy for advertisement to our headquarters, Chicago, Ill. Write plain.

If you wish cards sent to you via parcels post, remit 25c to cover charges, otherwise cards will be sent via express.

The Backus Automatic Pin Setter

TO BE A SUCCESSFUL Alley Owner, it is necessary to keep the alleys in first-class condition; provide every convenience for their patrons; treat all with equal consideration; furnish means to guarantee fair play; keep down expenses, at the same time increase the earning capacity of the alleys as much as possible.

**Backus Pin Setters Mean Quick Games.
Quick Games Mean Increased Earnings.**

**Why not Install Backus Pin Setters and Increase
the Earning Capacity of your Alleys
from 50 to 100 Per Cent.**

The Backus Automatic Pin Setter

Is the only device that can be loaded with pins while in an elevated position above the alley, in plain view of the bowler. The pins are then placed on the alley accurately, by the machine automatically; the pin boy does not handle the pins after loading, therefore cannot favor one bowler over another. **THIS GUARANTEES FAIR PLAY.**

**Any boy over ten years old can
be taught in five minutes
to operate it.**

THE BACKUS

Automatic Pin Setter

Consists of a solidly built, triangular, wood and metal frame work, suspended over the alley by means of telescoping tubes, weight, etc.

To Operate the Machine

The pins are placed carelessly in suitable pockets on top of the machine while it is suspended above the alley as shown in Cut No. 1. By releasing the brake the weight of the pins carries the machine to the alley with a slight pull at the handle. It deposits the pins squarely on the alley in their proper relative position, as shown in Cut No. 2. The machine then being relieved of the weight of the pins, the counter balance automatically returns it to its former position, ready to be loaded for the next frame.

Extra Pins

The pin boy can use four extra pins, which will enable him to load the machine with extra pins before a strike ball is thrown, or ten pins ahead of a spare.

THE PRICE

The Improved Backus Pin Setter, each..... **\$ 90.00**

Where Ceiling is under 8 feet high..... **102.50**

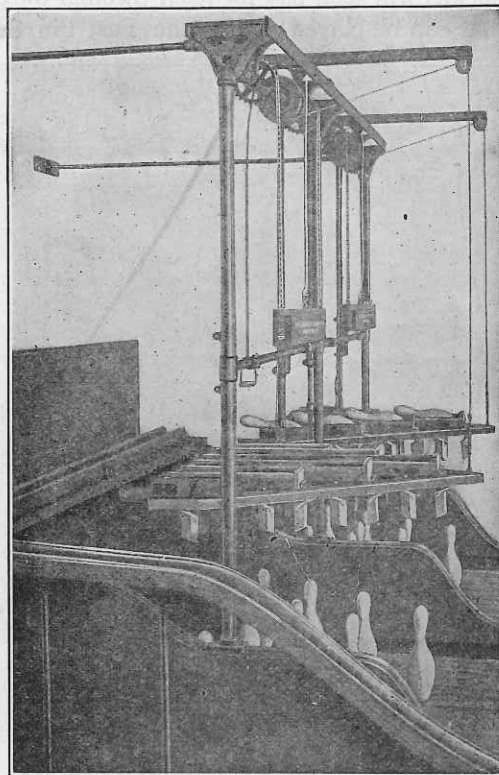
The Above Prices are F. O. B. Factory.

Mechanics time and expense must be added to above for installing. NOTE: We will not be responsible for the proper operation of the Backus Pin Setter unless installed by one of our Factory Expert Mechanics.

Backus Automatic Pin Setter

ALL METAL FRAME SUPPORTS

It is the Fastest Pin Setter on the Market.
Quick Games.



The Improved Backus Pin Setter

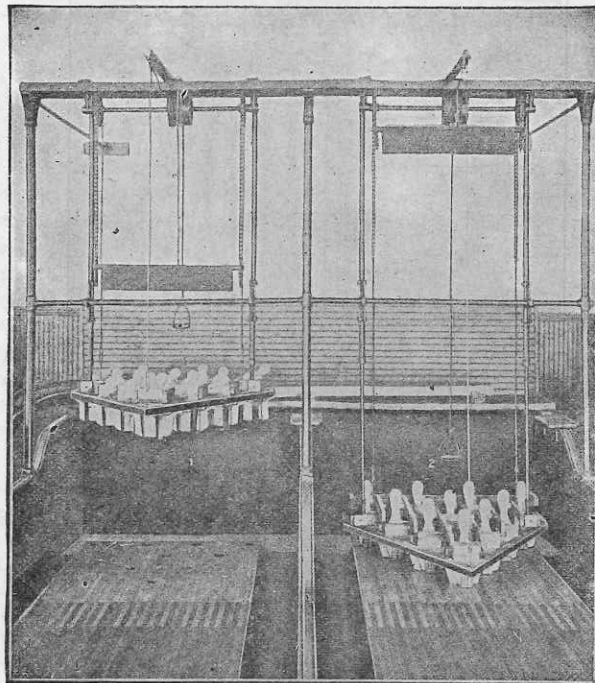
With All Metal Support, Improved Brake, Chains, Etc. Total Height Above Alley Bed, Eight Feet :: ::

The Most Practical Device on the Market
for Setting Pins

Backus Automatic Pin Setter

All Metal Supports

The Backus will soon pay for itself through the extra games that can be played, as it is the Fast Pin Setter.



No. 1

No. 2

No. 1. Shows the Pin Setter in position above the Alley, loaded with ten pins ready to set.

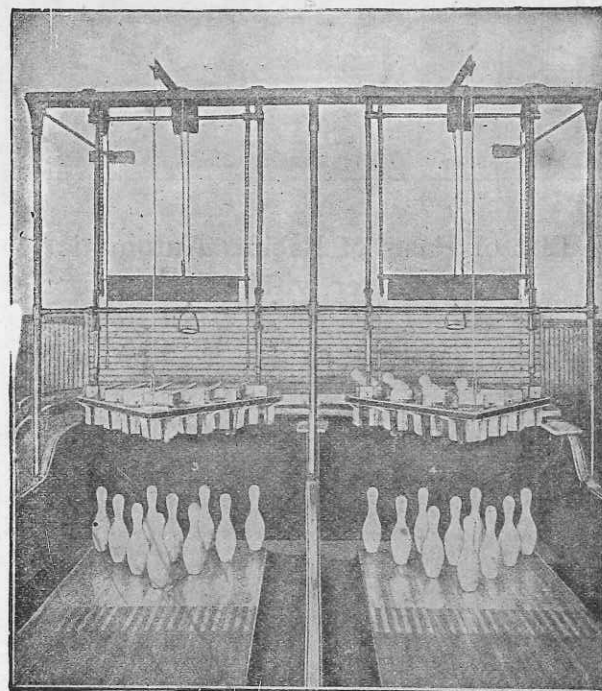
No. 2. Shows the position of the machine when on the Alley setting the pins.

When part of the pins are left standing at the end of a frame, they do not have to be removed. The machine resets them perfectly.

Backus Automatic Pin Setter

All Metal Supports

The Backus will keep the pit clear of dead wood, saving at least 25 per cent on wear of Balls and Pins. It requires little care to keep in order.

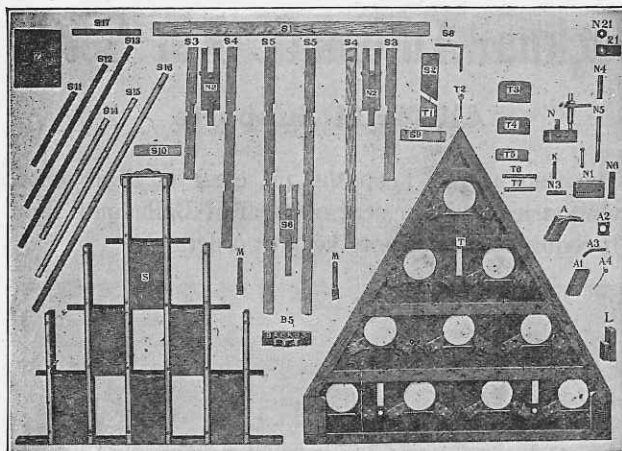


No. 3

No. 4

No. 3. Shows the pins set in their proper relative position on the Alley, the machine in place out of way.

While the machine is automatically returning back to its position, the boy has time to pick up four extra pins and place them in machine before the first ball is thrown, as shown in No. 4.



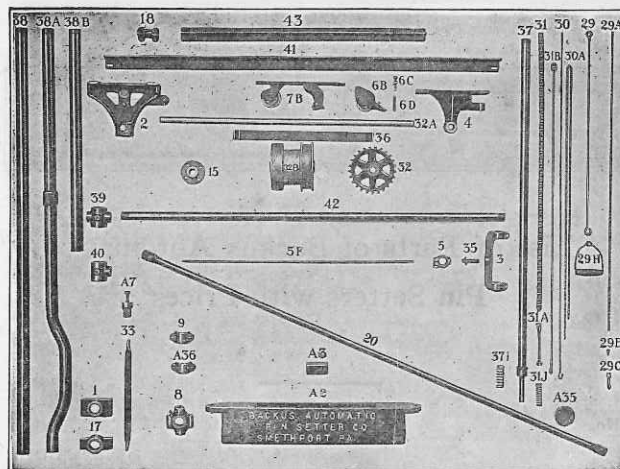
List of Parts of Backus Automatic
Pin Setter with Prices

Price No.

- \$.29 A Leg complete
 .10 A 1 Leg wooden part
 .10 A 2 Leg hinge plate
 .02 1/4 A 3 Leg Side Arm
 .04 A 4 Leg Spring
 .01 K Dowel Pin
 .25 L Clamp Block complete
 (right or left)
 .25 M Shifter Hinge
 1.00 N Rear shifter leg com-
 plete
 .25 N 1 Rear shifter leg block
 .15 N 2 Rear shifter leg wood-
 en connection
 .10 N 3 Rear shifter leg metal
 connection
 .20 N 4 Rear shifter leg tube
 .20 N 5 Rear shifter leg rod
 .15 N 6 Rear shifter leg rubber
 2 pieces
 .05 N21 Lock nut for shifter leg
 tube
 .20 21 Metal tube holder
 8.00 S Shifter frame (does not
 include rear shifter legs
 N)
 .75 S 1 Back strip for shifter
 frame
 .10 S 2 Corner block for shifter
 frame
 .10 S 3 Short body strip for
 shifter frame
 .15 S 4 Medium body strip for
 shifter frame
 .20 S 5 Long body strip for
 shifter frame

Price No.

- .50 S 6 Front shifter leg com-
 plete
 .15 S 8 Corner iron for shifter
 frame
 .10 S 9 Fastening block for
 shifter leg
 .10 S10 Top pin block for shift-
 er frame
 .20 S11 Front shifter frame iron
 .25 S12 Middle shifter frame
 iron
 .30 S13 Rear shifter frame iron
 .15 S14 Short top strip for shift-
 er frame
 .20 S15 Medium top strip for
 shifter frame
 .25 S16 Long top strip for shift-
 er frame
 .05 S17 Filler piece strip for
 shifter frame
 .50 B 5 Front casting on shifter
 frame
 .10 Z Pin board
 T Platform
 .10 T 1 Corner block for plat-
 form
 .15 T 2 Eye bolts (made for
 rear and front)
 .10 T 3 Bumper blocks for No.
 1, 2 and 3 pins
 .10 T 4 Bumper blocks for No. 4
 and 6 pins
 .10 T 5 Bumper blocks for No.
 5, 8 and 9 pins
 .10 T 6 Long platform wear
 irons
 .05 T 7 Short platform wear
 irons



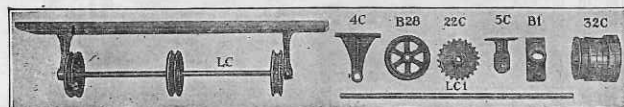
List of Parts of Backus Automatic
Pin Setter with Prices

Price No.

- \$.50 1 Standard Base
 1.50 2 Standard Top
 1.00 3 Double Clamp
 2.00 4 Shaft Hanger
 .50 5 Single Clamp
 .15 5 F Single clamp connecting
 rod
 2.00 6 B Movable brake pulley-
 assembled
 .10 6 C Brake adjusting bolt
 .15 6 D Brake spring
 2.00 7 B Brake hanger and sta-
 tionary pulley-assembled
 .75 8 Short standard truss
 supporting clamp
 .50 A36 Short standard brake
 clamp
 .25 9 Cap for short standard
 brake clamp
 .40 15 Brake pulley flange
 .50 17 Standard base for 1 1/4
 kickback
 .35 18 Nose pulley-assembled
 .75 20 Back brace to cushion
 plank
 .25 A35 Back or end brace flange
 .15 29 Brake rod
 .15 29H Brake rod handle
 .25 29A Brake chain
 .05 29B Brake chain swivel link
 .10 29C Brake chain snap

Price No.

- .15 30 Nose rod
 .50 30A Nose chain
 .75 31 Side chain
 .15 31A Weight Eye Bolt
 .15 31 1/2 Weight spring
 .15 31B Side rod
 1.50 32 Standard sprocket wheel
 .75 32A 1-inch shaft
 2.00 32B Brake pulley
 .25 33 End brace
 .25 A 7 End brace connection
 .25 35 Right and left adjusting
 bolt and lock nut
 .20 36 Brake hand
 2.50 37 Telescope tube-assem-
 bled each
 .15 37-1-15-16 cushion spring
 1.50 38 Standard pipe
 1.75 38A Bent standard pipe for
 over-hanging returns
 1.00 38B Short standard pipe for
 double returns
 .60 39 Cross for cross-pipe
 .50 40 Tee for cross-pipe (made
 right and left threads)
 4.00 41 Supporting angle irons
 for top (set of two)
 1.00 42 1-inch cross pipe right
 and left threads
 1.15 43 Tee iron for nose pulley
 6.00 A-2 Counter-balance weight
 .15 A-3 Adjusting weights



List of Parts of Backus Automatic Pin Setters with Prices

No.	Price
L. C. Low ceiling rear idlers, frame and hangers complete.....	\$10.00
L. C.-1 Low ceiling rear 7-8 shaft.....	.75
4-C Low ceiling rear shaft hangers...	1.00
B-28 Low ceiling idler pulley.....	1.50
22-C Low ceiling sprocket.....	1.50
5-C Low ceiling nose pulley-assembled	.75
B-1 Low ceiling standard base.....	1.00
32-C Low ceiling brake pulley.....	2.00

FREE!

We Furnish Free of Charge to
Proprietors of Bowling Alleys
any of the following:

Foul Line Cards

14 x 22 inches. Prohibiting players from
stepping over the foul line.

Pin Spot Cards

For indicating numbers of spots on which
pins are to be set.

Bowlers Guide

Book of 100 pages. Containing all rules
of games in handy pocket size.

Contract Forms

For organizing Bowling Tournaments.

Instructions for Conducting a
Tournament are contained
in our book of bowling.

THE SIMPLEX PIN SPOTTER

THE simplest contrivance on the market for spotting ten pins, duck pins and candle pins.

**Registers the Pin on the Spot
with Absolute and Un-
failing Accuracy**

Avoids disputes with pin boys occasioned by pins being carelessly or intentionally misplaced. Produces rapidity of play. Contributes to the making of higher scores, and increases in money the earning capacity of the alley. Initial cost the first and only cost, hence no expense for readjustment or repairs.

**No Complicated Mechanism
to Get Out of Order**

PRICE

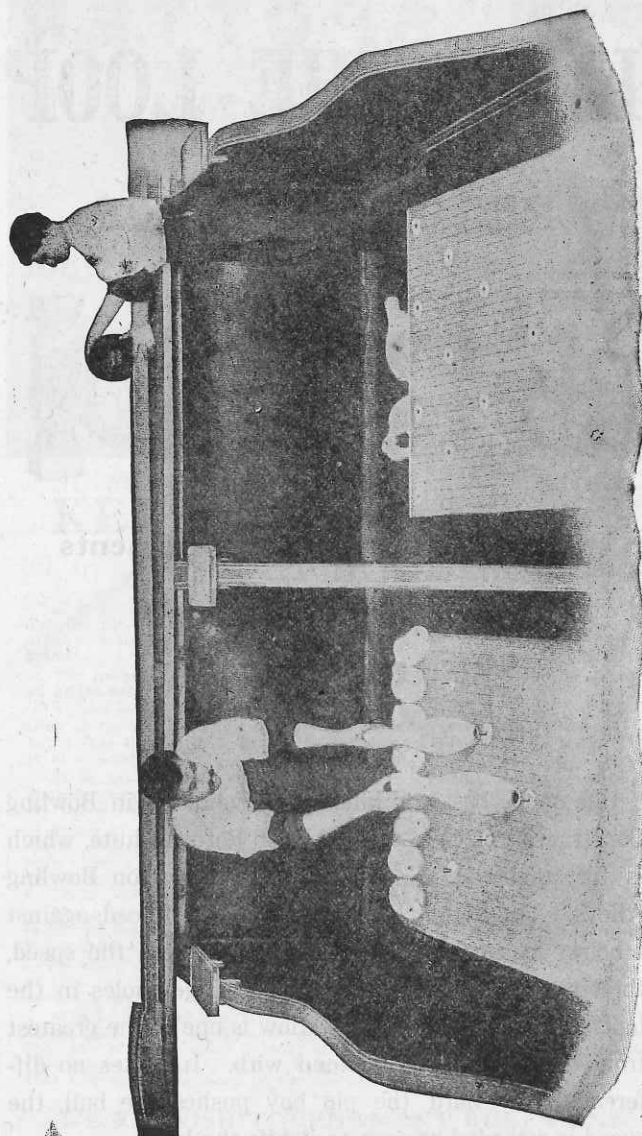
Attached to new bowling alleys,
at time of installation..... **\$50.00** net each

When attached to old alleys..... **\$60.00** each

F. O. B. FACTORY

An additional charge covering mechanic's time and expenses will be made.

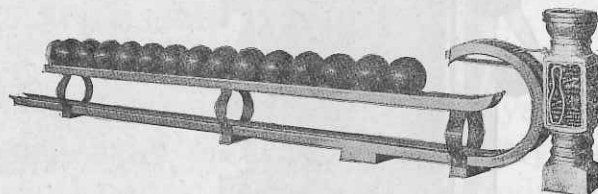
THE SIMPLEX PIN SPOTTER



HAVE YOU SEEN THE

LOOP-THE-LOOP

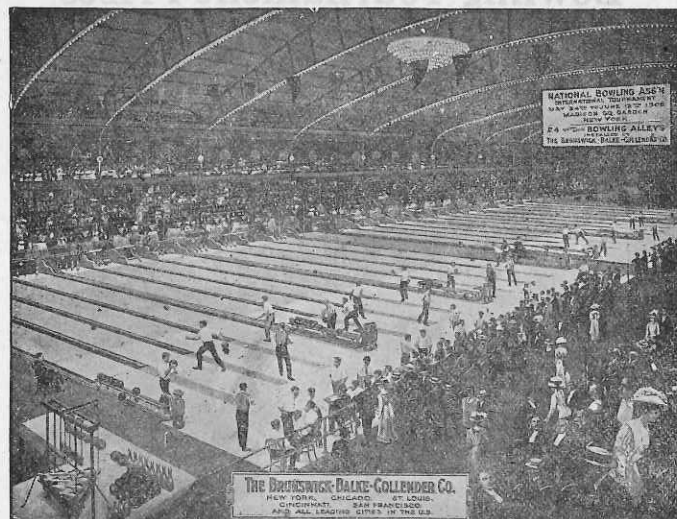
RETURN CHUTE?



One of Our Latest Improvements

WRITE FOR PARTICULARS

One of the best and latest improvements in Bowling Construction is the Loop-the-Loop Return Chute, which is fast replacing all other return chutes on Bowling Alleys. The ball, in making the loop, is forced against a heavy leather strap which greatly retards the speed, thereby preventing the chipping of finger holes in the balls, which all alley owners know is one of the greatest troubles they have to contend with. It makes no difference how hard the pin boy pushes the ball, the speed is retarded as soon as it hits the loop.



KEEP UP INTEREST MONTHLY PRIZES

A great many successful room keepers obtain most excellent results in keeping up the patronage on their bowling alleys, by offering prizes from time to time for the highest score made by the players during a certain period.

The increased patronage obtained by this means will make up the cost of prizes several times over.

This feature of the business is one that should receive careful consideration of the enterprising room keeper. He must not get impressed with the belief that bowling is a dead issue in his particular locality. The interest is in a majority of cases, exactly what the room keeper makes it.

If he has lack of ambition and a feeling that the business cannot be made a success, it may be taken for an assured fact that his opinion will shortly be reflected in the general appearance and condition of his place.

Prizes of one kind or another, are most excellent means for creating a rivalry and inducing the player to practice frequently. The average player will value a prize costing a comparatively small amount, more than he would three or four times the amount in cash. The honor of having won a trophy has a telling effect in a majority of cases.

The prizes need not necessarily be extravagant or expensive. They can consist of bowling shoes, a special bowling ball, a bowling ball bag, a silver cup or emblem.

We show several trophies of moderate cost in this price list. Any one of them would be valued for more than it is worth by a bowler who succeeded in winning it under competitive conditions of any kind.

Where prizes of this kind are made use of, it is well to award them at the end of the week or month, and it is frequently advisable to have one prize of better value to carry over for a period of three or four months. Call this the Grand Quarterly Prize or some other distinctive designation that will strike the fancy of the bowler.

**WE FURNISH TOURNAMENT RULES AND
CONTRACT FORMS FREE**

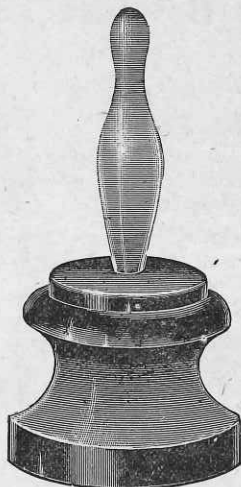
Bowling Tournament Prizes

No. 100

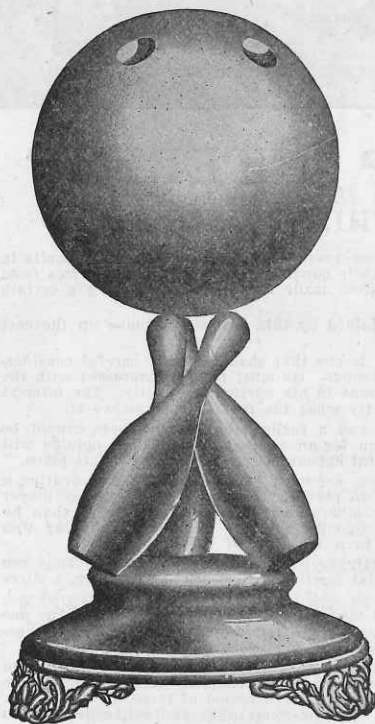
Silver Ten Pin. Height Pin
and Base, $4\frac{3}{4}$ inches.

Price

\$1.00



No. 100



No. 10035

No. 10035

Burnished Ball, Satin
Pins. Burnished and
Gray Base. Height,
12 inches.

Price

\$10.00

All Prices are F. O. B. Chicago, New York or Cincinnati.

Bowling Tournament Prizes

No. 11017

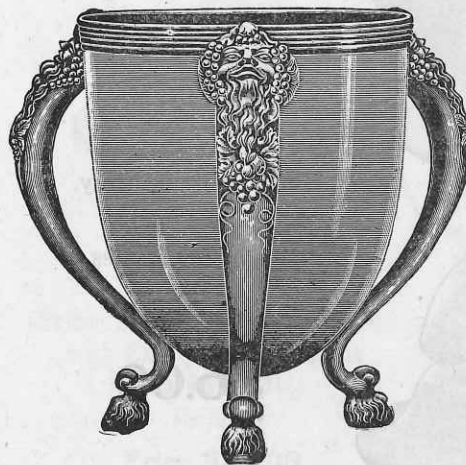
Punch Bowl.
Burnished and
Gray, Gold Lined,
Tusk Handles.
Height, 10 inches,
diameter, 10 inches.

Price

\$35.00



No. 11017



No. 1030

No. 1030

Prize Cup. Plated
Gold Lined.
Height, $4\frac{1}{2}$ inches.

Price

\$5.00

All Prices are F. O. B. Chicago, New York or Cincinnati.

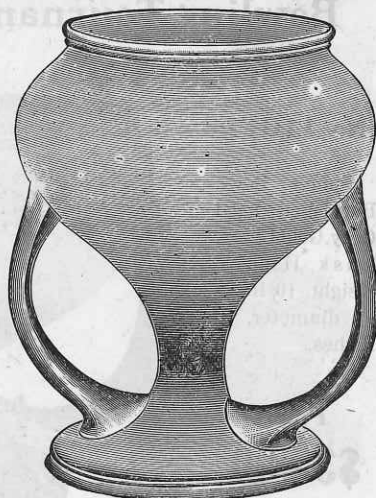
Bowling Tournament Prizes

No. 10070

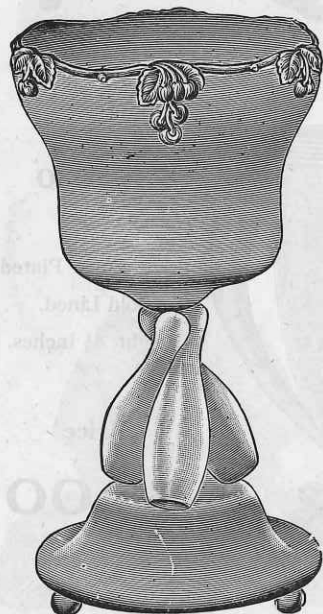
Prize Cup. Burnished,
Gold Lined. Height
7½ inches.

Price

\$7.00



No. 10070



No. 10020

Burnished and Gray.
Gold Lined.
Height 8½ inches.

Price

\$6.00

No. 10020

All Prices are F. O. B. Chicago, New York or Cincinnati.

Bowling Tournament Prizes

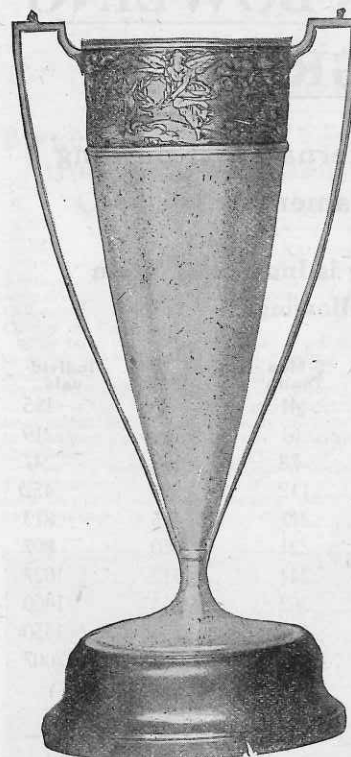
No. 11063

Prize Cup with Bowling
Shield. Burnished, Gold
Lined. Height with Gun
Metal Base, 16½ in.

Price, \$20.00

We can furnish this style
Trophy in six different sizes

Price \$5.00 to \$20.00

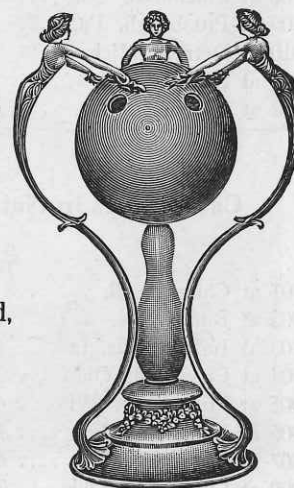


No. 11063

No. 410

Prize Trophy. Silver Plated,
with Ebony Base. Height
with Base 24½
inches.

Price, \$35.00



No. 410

All Prices are F. O. B. Chicago, New York or Cincinnati.

AMERICAN BOWLING CONGRESS

Past Entries in International Bowling Tournaments

Note How Bowling is Increasing From the Following:

	5-Men Teams	2-Men Teams	Individ- uals
1901 at Chicago, Ill.	41	79	115
1902 at Buffalo, N. Y.	61	104	219
1903 at Indianapolis, Ind.	78	152	247
1904 at Cleveland, Ohio	112	224	452
1905 at Milwaukee, Wis.	217	435	813
1906 at Louisville, Ky.	221	460	897
1907 at St. Louis, Mo.	244	512	1027
1908 at Cincinnati, Ohio	362	763	1460
1909 at Pittsburgh, Pa.	374	799	1550
1910 at Detroit, Mich.	401	986	2007
1911 at St. Louis, Mo.	414		
1912 at Chicago, Ill.	596		

Cash Prizes in National Tournaments

	5-Men Teams	2-Men Teams	Individ- uals	Totals
1901 at Chicago, Ill.	\$ 710	\$ 499	\$ 383	\$ 1,592
1902 at Buffalo, N. Y.	1,100	730	790	2,620
1903 at Indianapolis, Ind. ..	1,775	1,225	1,137	4,137
1904 at Cleveland, Ohio ...	2,455	1,950	2,000	6,405
1905 at Milwaukee, Wis. ..	4,415	3,730	3,465	11,610
1906 at Louisville, Ky.	4,633	3,885	3,799	12,317
1907 at St. Louis, Mo.	4,935	4,252	4,310	13,497
1908 at Cincinnati, Ohio ...	7,672	6,486	6,242	20,400
1909 at Pittsburgh, Pa.	7,947	6,792	6,587	21,326
1910 at Detroit, Mich.	7,897	8,131	8,404	24,432

Timber Land Purchase

Big Bay Timber Tract in Upper Peninsula
Transferred to The Brunswick-Balke-Col-
lender Co., of Chicago, New York, Cincinnati

Biggest Sale of the Year—A Cash Transac- tion Involving Many Million Feet of Choicest Michigan Timber Land.

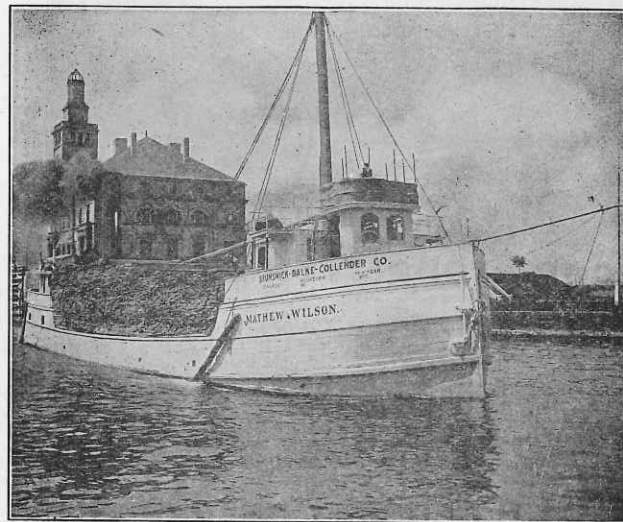
Kalamazoo, Michigan, Dec. 5, 1908.

At a meeting held in this city yesterday forenoon in the Kalamazoo National Bank Building, The Big Bay Lumber Co., a corporation represented almost entirely by Kalamazoo capital, sold to The Brunswick-Balke-Collender Co., 12,000 acres of hardwood timber land located in Marquette County on the upper peninsula.

The land is considered one of the most valuable tracts in the state, because of the high quality of the timber that cover it. There are very few tracts of this kind remaining in Michigan. The timber consists of oak, maple and walnut, and is of exceptional quality and size.

This is the second large timber tract these people have bought in Michigan during the past few years; their previous purchase being 3,700 acres in Waukegan County. They also have large timber land interests in North Carolina.

The Big Bay Lumber Co. was organized six years ago and the property just transferred by them to The Brunswick-Balke-Collender Co. includes a well equipped saw mill, logging outfit and 35 dwelling houses on Lake Independence, in Marquette County.



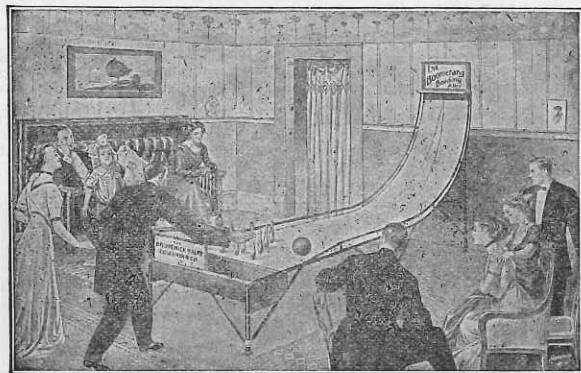
The Company's own steam boat will be used to transport the lumber from Lake Superior to the factories in Chicago and Muskegon, Mich. The same boat will also carry billiard tables and piano cases, bar fixtures and bowling alleys to Buffalo, bringing return cargoes of billiard table slates from the Company's quarries in Vermont.

The BOOMERANG BOWLING ALLEY

SCIENTIFIC :: FASCINATING

The Best of All Novelty Games For

Private Homes and Clubs,
Billiard Rooms, Bowling Alleys
or Other Places of Amusement



The

Boomerang Ten-Pin Alley

12 ft.-----	\$50.00
18 ft.-----	60.00
12 ft. with Pin Setter-----	60.00
18 ft. with Pin Setter-----	70.00

F. O. B. FACTORY

NO PIN BOY NEEDED

CAN BE PLACED IN 12 OR 18 FOOT SPACE

The Brunswick-Balke-Collender Co.

Ask us for any information you may require regarding

Tournaments

Match Games

Rules

Repairs

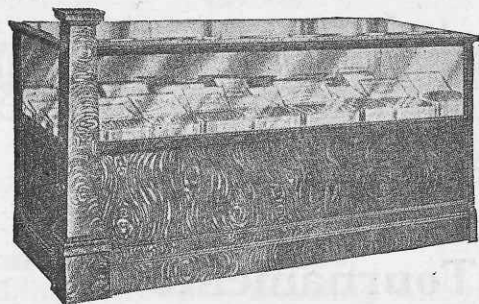
Maintenance

The condition and prosperity of your alleys and the general popularity of the game throughout the country is of vital interest to us as well as you.

The Brunswick-Balke-Collender Co.

CHICAGO OR NEW YORK

Cigar Store Fixtures



No. 51 Display Cigar Counter

Bevel plate top, D. T. glass in front and ends, wood panel in lower part. Moistening pans inside.

Furnished in Oak and Birch. Stock lengths 4 ft., 5 ft., 6 ft., 8 ft., and 10 ft.

Prices vary according to length and arrangement, as follows:

No. 51 Combination, 4 feet.....	\$40.00*
“ “ 5 “	45.00*
“ “ 6 “	51.75*
“ “ 8 “	63.25*

No. 50 Display Cigar Counter

Same as the No. 51 style shown above, excepting the lower part, which has double strength glass in place of wood panel.

No. 50 Combination, 4 feet.....	\$37.50*
“ “ 5 “	41.75*
“ “ 6 “	49.00*
“ “ 8 “	62.75*

NOTE—All the above prices marked with a star (*) are F.O.B. Chicago, Muskegon or Dubuque, and freight must be added to point of destination.

DATE:

(NEAREST BRANCH)

TO THE BRUNSWICK-BALKE-COLLENDER CO.

PLEASE SHIP, AT ONCE, BY.

(MAIL, EXPRESS OR FREIGHT)

[illegible]

NAME: _____

ADDRESS:

Mr. Alley Owner:

ADVERTISE RIGHT

Advertise the advantages of Bowling. There is no indoor game that equals Bowling for Health, Exercise, Recreation. Get the public to talking of the benefits of the game.

We suggest that in your advertising, you use the following "catchy" phrases:

BOWLING

The busy man's health regulator.
Bowlers never get appendicitis.
Bowling, an unsurpassed recreation.
Bowling cures stomach fag.
Bowling, a ten strike in exercise.
Bowling, an indoor enjoyment.

A suggestion,
One hour's bowling
Relieves indigestion.

One hour at bowling,
The easy plan
To make the world
A healthy man.

One hour at Bowling,
Time well spent.
An Amusement Innocent.

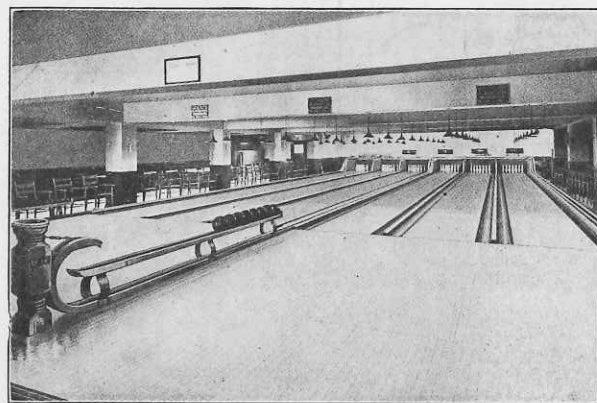
We Manufacture

THE CELEBRATED

Special Tournament and
Up-to-Date

Continuous Bowling Alleys

THE LATEST IMPROVEMENTS



The Brunswick Bowling Alleys used at the
American Bowling Congress International
Tournament, Peoria, Illinois

March 10 to 21, 1915

THE
MINERALITE
REGULATION BOWLING BALL



Finger Holes and Grip Bored to Suit

THE KING OF BOWLING BALLS

**Mineralite Service Means
Successful Bowling Alleys**

The Mineralite Regulation Ball is the Bowler's favorite. That's why you should give them Mineralite service.

Manufactured and Sold Only By

The Brunswick-Balke-Collender Co.

OR BRANCHES